

ABSTRACT OF THE DISCLOSURE

A method for installing a device in a tyre for measuring at least one characteristic parameter of the tyre includes applying the device to a specified area of an inner surface of the tyre, fitting the tyre on a rim, and rotating the tyre. Applying the device includes interpositioning a fixing element between the device and the inner surface of the tyre. The fixing element includes a crosslinkable elastomeric material capable of adhering in a repositionable way to the inner surface of the tyre. Rotating the tyre adapts a shape of the fixing element to the inner surface of the tyre and causes a crosslinking of the crosslinkable elastomeric material. A kit for installing a device for measuring at least one characteristic parameter of a tyre onto an inner surface of the tyre includes the device and at least one fixing element comprising a crosslinkable elastomeric material.